



THE ROLE OF SOCIAL MEDIA IN PURCHASE DECISION MAKING

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## **ABSTRACT**

The purpose of this study is to investigate the role of social media in purchase decision making. This study is design to analyze whether the role of social media is giving impact, become an important factor and effective in purchase decision making towards consumer. The respondents are the Customer Service Management Telekom Malaysia staff at Level 5, Wisma Sanhin, Kota KInabalu. This research will be utilizing quantitative methods, with the 39 respondents. The questionnaire is design in Likert Scale which the part A is about the respondent personal information. Meanwhile, Part B, C, D and E consists of question independent and dependent variables. The data will be analysis through (SPSS